

ABSTRACT OF THE DISCLOSURE

A broker of the invention proposes a centralized distribution scheme for the consumer electronics market. This distribution scheme comprises an electronic presentation of a plurality of information services, among which an individual can choose. Each information service is offered by one or more service providers. Upon selection by the individual of a specific service, the broker enables one of the providers associated with the specific service to provide the service to the individual. The broker may have a database of records of service providers. Besides, the broker may also build a profile of the user so that the provider can be selected based on a match of the record of the provider with the profile.